



CALPEEK

CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213 (310)659-0205 FAX(310)657-4340
Dick Rosengarten, Publisher E-Mail calpeek@aol.com

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CALIF. PRIMARY PREVIEW

Editor's note: In this final issue prior to the Mar. 7th Calif. primary, **Calpeek** will cover some general trends; update the Demo & GOP presidential primaries; wrap up the key ballot measures; provide a brief update on the U.S. Senate primary and 3 U.S. House primary battles; provide an update on the 32nd SD special election; and give a final wrap up on some city/county races. Here's our analysis...

CAMPAIGN TRENDS

◆ **Voter Turnout** – In 1996 the Calif. primary attracted only 38.5% of those eligible to vote. Very low, but then the presidential contest was essentially over on both sides. 2000 is a totally different story. All sources are expecting a large turnout, especially on the GOP side. The turnout may run from a low of **44%** to a high of about **56%**. There's lots of excitement because Calif. may finally decide the presidential nominees of both parties, thus there are sources who think the 56% estimate is low...

...And a bigger turnout also could have a major impact on the 5 bonds measures and on 3 initiatives which have significant fiscal impact: Props. 21, 25 and 26. Also it's not known if Prop. 22, the highly controversial initiative to ban same sex marriage, will pull more voters to the polls. If it does, sources say 22 may aid GOP hardline conservatives in down-ballot legislative primaries...

◆ **Voter Registration** – The new figures for Calif. show a surge in the number of Decline To State (independent) voters. Total registered voters is **14.6 million** (up 100,000). Demo registration **45.69%** (down from 47.15); GOP registration is **35.13%** (down from 37). DTS registration is at **14.46%** (in raw numbers, a jump from 1.6 million in '96 to 2,114,664 now). And the CA Secretary of State reports lots of deadwood (outdated registrations) have been cut from the voting rolls...

◆ **Calif.'s Open Primary** – Prop. 198 passed in '96 with 59.5%. CNN's Bill Press, who was the CA Demo Party

chair back then, called 198 "Tom Campbell's Revenge." U.S. Rep. Tom Campbell, the moderate GOper who was beaten in the '92 primary, sponsored 198, with the belief that had independents and moderate Demos been able to cross party lines, he would have defeated Bruce Herschensohn and then gone on to beat Barbara Boxer for the U.S. Senate. Regardless, **Calpeek's** prediction that 198 would castrate both major parties in Calif. hasn't happened, but there's no doubt cross-over voting could again caused havoc in Calif.'s GOP White House battle between Bush & McCain...

◆ **Year of the Internet** – If 1998 was the Year of the Latino Voter, then 2000 is surely the Year of the Internet. Every major Calif. candidate and initiative has a website providing info and updates...

◆ **The Grim, The Bad & The Ugly** – That's Props. 21 (Pete Wilson's Juvenile Crime initiative); 25 (the Voters Rights 2000 campaign reform initiative); and 22 (the Protection of Marriage Initiative)...

● **Millionaire Mischief Makers** – These guys are Ron Unz (author of Prop. 25); Ned Roscoe (author of Prop. 28, repeal of the tobacco tax); and Alan Shugart (author of Prop. 23 – none of the above). Each put up at least \$800,000 to \$1 million to qualify these ballot measures...

THE WHITE HOUSE

...The **Demos first**, because this primary battle between VP Al Gore and former U.S. Sen. Bill Bradley is just about over and even Bradley knows it, especially after losing Washington State Feb. 29th. Our sources think Bradley has been hurt by two things: style (no fire/too laid back) and Bradley's health problem, the irregular heart beat. The presidency is one of the most stressful jobs in the world and voters want someone who is totally healthy. The new Field Poll puts Gore ahead of Bradley for Calif.'s 367 delegates by a margin of **54%** to **16%**. The newest L.A. Times poll shows Gore at **54%** vs. **14%** for Bradley, among likely voters...

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... Now to the **GOP combatants**: TX Gov. George W. Bush and U.S. Sen. McCain. Bush won Virginia, Washington State and North Dakota Feb. 29th – a week before Super Tuesday. These wins put Bush back on top and McCain in a *do or die* position Mar. 7th ...

... In the last few days this GOP primary has turned very nasty and when the *postmortems* are finished, the conclusion will be that the So. Carolina primary was the pivotal turning point. Bush got mashed in New Hampshire and needed So. Carolina to put him back on track. But in winning this primary, it forced Bush to move *far to the right* and to embrace the *Religious Right*. Pat Robertson & Co. went overboard on McCain. It was nasty, but politics is a *contact sport*. But that led to an angry response from McCain – blasting back and linking Bush to Robertson. The big problem for McCain in attacking Robertson is that the religious right is a *key part* of the GOP base and it took McCain off message. The bottomline on the GOP race is that Bush has a tough time with *swing voters*, while McCain can't win his own GOP base...

... FYI: L.A. Times/CNN debate will be history by the time you read this edition of Calpeek and McCain will be in it. When he at first backed out, the criticism was intense (even from his own supporters) and it looked as though McCain were *kissing off Calif.* (in favor of NY) because the new Field Poll shows him trailing Bush by a margin of 48% to 28% among GOP voters, the only ones who count when it comes to grabbing the 162 winner-take-all delegates. The new L.A. Times poll shows Bush 47% vs. McCain 26%...

... Our sources predict Bush *will win* the delegates Mar. 7th, but it's still close in the so-called *beauty contest*, where voters can cross party lines to vote for the presidential candidate of their choice. CA Sec. of State Bill Jones(R), a McCain backer, says he'll certify the winner of the beauty contest as the winner of the primary. That's not legal under RNC rules, according to our sources. Here's what the open primary looks like, with the L.A. Times, Field and pollster Gary Lawrence:

	<u>LAT</u>	<u>Field</u>	<u>Lawrence</u>
Gore(D)	33%	28%	28%
Bush(R)	26%	22%	26%
McCain(R)	20%	20%	17%
Bradley(D)	7%	10%	8%
Keyes(R)	4%	4%	-
Undecided	10%	16%	21% (w/Keyes)

... Lawrence's survey of 800 likely voters was taken 2/28 to 2/29. In addition, there was another private tracking poll which came out of the field on 2/29 and showed Bush ahead of McCain in the open primary by a 24% to 16% margin...

U.S. SENATE PRIMARY

... Truth is there isn't much of a primary contest at all. U.S. Sen. Dianne Feinstein is coasting to a win in the Demo primary. She's got one solid tv spot running statewide, touting her many accomplishments in the Senate. And when you get GOP U.S. Sen. Orrin Hatch of Utah giving DiFi almost an endorsement (on CNN's *Late Edition*), you wonder if any Republican can defeat her in November. On the GOP side, U.S. Rep. Tom Campbell of San Jose is the only candidate with credible funding and he's running these :15 sec. tv spots that one source said "looked like it was produced for an assembly candidate in the boondocks." At least Campbell has tv. His rivals, State Sen. Ray Haynes and San Diego Co. Sup. Bill Horn, have zip, zero. Horn has *deep pockets* and so one wonders why he even bothered to run if he wasn't willing to commit some big \$\$\$ to help win the GOP nomination. So it will be DiFi vs. Campbell in the fall and the odds are in DiFi's favor because Campbell has taken some very bizarre stands on issues: tax the internet, a national sales tax and cutting foreign aid to Israel...

U.S. HOUSE PRIMARIES

☒ **31st CD** – Knocking off an incumbent congressman in a partisan primary isn't easy, but it's been done here in Calif. a number of times – mostly on the GOP side. The last time was in 1998 when GOP Assemblyman Gary Miller defeated U.S. Rep. Jay Kim, who big legal problems. In the 31st CD, U.S. Rep. Marty Martinez(D) is under siege from State Sen. Hilda Solis. Martinez, who has a 95% pro-labor voting record, was shocked when Solis won the backing of L.A. Co. COPE. Solis also won support from the CA Demo Party and has won many local endorsements as well. But the NRA is backing Martinez, as are U.S. Reps. Roybal-Allard, Napolitano and McDonald. To stabilize his slide, Martinez has *flipped* on Prop. 22 (ban on gay marriage) and now supports it. Martinez also is looking for GOP support and U.S. Rep. David Dreier(R) has endorsed him. Prediction: an upset is possible, edge to Solis...

☒ **15th CD** – Although we updated this race last week, there are some new developments. GOP Assemblyman Jim Cunneen has no primary battle to speak of, but it's a real slugfest on the Demo side between *deep pocketed* Silicon Valley businessman Bill Peacock and Assemblyman Mike Honda. Honda just won the endorsement of the San Jose Mercury News (along with Cunneen). He's already got most of labor on his side + Demo House Leader Dick Gephardt and DCCC Chair Patrick Kennedy. Still, Peacock has put about \$1 million in mail and tv and is hitting both Honda and Cunneen as *career politicians*. As one source

told Calpeek, "Honda ambles, doesn't run." Peacock hustles. Sources rate the primary as a toss up...

☒ **48th CD** – This open seat in south Orange Co./north San Diego Co. is GOP turf, Demos need not apply. In this field of 7 GOPers, the favorite is *deep pocketed* San Diego businessman Darrell Issa – who ran unsuccessfully for the U.S. Senate in '98. He's got most of the key endorsements, but in State Sen. Bill Morrow you've got a guy who has solid conservative grassroots support. No reason to rehash all the stuff about Morrow's attack on Issa supporter, former U.S. Amb. Thomas Nassif, but it wasn't pretty. Issa has pumped in \$1.5 million and sources say it's his race to win or lose...

CALIF. INITIATIVES

...As Calpeek noted two weeks ago, the AG's office now permits counties to select either a long or short version of the ballot label (the label is what voters actually read). According to the Sacto BEE, Lockyer says from now on, only 1 version will be written. Calpeek, along with the YES on 21 campaign, takes a credit for warning about this screw up...

◆ **Prop. 21** – The newest Field Poll shows the impact of the short vs. long ballot label. 21 is former Gov. Pete Wilson's initiative to expand punishment for gang related felonies, carjackings, robberies. When read the long version from the ballot label, it's YES 55% vs. 32% NO. When the short version is read, it's YES 30% vs. 47% NO. See the difference. The NO side is spending \$250,000 on radio and most newspapers are against 21. ABC-TV's Nightline has added fuel to the NO side with a series of reports about juvenile crime. Slates are split. Edge to the YES side...

◆ **Prop. 26** – This initiative is backed by most of Calif.'s daily newspapers, but not all (L.A. Daily News, Orange Co. Register and Contra Costa Times are NO). And while YES on 26 is pouring millions into a rather well designed tv ad campaign, NO on 26 has spent \$176,000 per week on radio for the past 4-5 weeks. NO on 26 is on 16 million pieces of slate mail aimed mostly at GOP, but some Demo voters too. The biggest coup was pulled off by the YES side. According to Calpeek sources, YES on 26 paid the CA Republican Party \$50,000 to leave Prop. 26 off the CRP's official slate. The CRP is on record against 26. In the latest Field Poll, it's YES 49% vs. 39% NO, with 12% undecided. YES on 26 sources say their own private polling puts them just over 50%, but it's going to be very close. GOP turnout is a big factor. Toss up...

◆ **Props. 30 & 31** – These two referendums are going down. It's about the same on both: 22% YES vs. 54%

NO, with 24% undecided. Just about all major newspapers are YES on 30 & 31, but the NO side will spend upwards of \$60 million by the time it's finished. Most all slates are NO and it's not just tv, but radio too for the NO side...

◆ **Prop. 22** – This is the ban on same sex marriage. In the new Field Poll, 22 remains just about where it's been during most of the campaign. The new Field Poll shows YES at 52% and NO at 39%. Our prediction: YES on 22 wins...

◆ **Prop. 25** – This is the campaign finance reform initiative by Ron Unz and Tony Miller. The new Field Poll shows 25 losing: YES 36% vs. NO 46%. However, millionaire Max Palevsky has given YES on 25 \$1 million. So between Unz and Palevsky, 98% of all the funds for YES on 25 have come from these two guys. YES on 25 is on radio and will be on tv for at least 5 days. NO on 25 just added San Diego and Sacto to its tv buy, which previously included S.F. and L.A. NO on 25 has won 19 newspaper endorsements vs. 5 for the YES side. NO on 25 is on every slate. Slight edge to NO on 25, especially if there's a big GOP turnout...

32nd SD SPECIAL ELECTION

...Demo Senate PPT John Burton isn't taking any chance on losing this Inland Empire SD to the GOP, especially with an anticipated heavy Republican vote. Demo Assemblywoman Nell Soto of Pomona is facing GOP businessman Rob Guzman of Rancho Cucamonga. Soto got 48.4% in the primary vs. Guzman's 39.6%. To bolster Soto's regular campaign, Burton's indep. expenditure campaign has mailed an A/V ballot application, 1 other mailer to GOP voters and is pounding away at Guzman on cable tv. Soto's own campaign has mailed 4 pieces and has a solid GOTV effort, in coordination with the YES on 1-A campaign. FYI: Soto looked foolish by ducking a debate with Guzman. Soto said she had a scheduling conflict. Hummm...

LOCAL CONTESTS

■ **San Diego Mayor's Race** – In the battle to replace *termed out* Mayor Susan Golding, the primary has essentially come down to three candidates: *deep pocketed* businessman Peter Davis; San Diego Councilwoman Barbara Warden; and San Diego Co. Sup. Ron Roberts. Davis has loaned himself \$1.2 million – which may set a record – but it's paying off. In the current Competitive Edge Research survey, Davis leads with 19%, followed by Roberts at 15%, with Warden at 11%. Sources say the rest of the field is out of the running. The top 3 candidates are moderate GOPers (in the style of Pete Wilson and Golding)...

■ **Orange Co.'s Measure F** – The battle over whether or not to build a new commercial airport at the old El Toro Marine Corps Air Station took an unexpected turn when the *Orange County Register* did a flip flop and came out against the new airport and for YES on Measure F. “F” requires a 2/3rds vote before the county can build a new airport, big jail or dump. Polling remains about the same: Yes on F in the 52-55% range, while the No on F is about 30%. What’s really interesting is that 48th CD Republican candidate Darrell Issa is a big YES on F supporter and he’s putting \$\$\$ behind his stance. If YES on F should win, sources say there will undoubtedly be a court fight...

■ **Sacramento Mayor's Race** – The primary battle to replace the late Joe Serna as mayor of Sacto is a wide open scramble which could go in a number of different directions. A month old Sacto BEE poll showed Councilwoman Heather Fargo in first with 21%, followed by former Sheriff Robbie Waters with 16%. Sacto Councilman Steve Cohn had 15%, while Councilman Rob Kerth was sitting at 5% and attorney Joe Genshlea had 2%. Undecided was at 37%. But Genshlea has \$\$ and is on tv, with popular former Sheriff Glen Craig acting as spokesperson. Genshlea is considered the wildcard because he cuts into Water’s conservative base. Fargo is not a great fundraiser, but has name ID. As for Kerth, he’s on tv too and has won the endorsement of the Sacto Central Labor Council, the Chamber and the Sacto BEE. Toss up...

■ **L.A. County DA's Race** – Most sources agree that incumbent DA Gil Garcetti faces a November runoff unless a minor miracle occurs – and that’s not likely. The **LAPD Rampart Division scandal** is hurting everyone who comes into contact with it – including Garcetti. And while it would appear that Rampart is just an L.A. City problem, it’s not. There is a spill over impact on the county. The *L.A. Times* endorsed Chief Deputy DA Steve Cooley, while the *L.A. Daily News* endorsed Garcetti’s other rival, attorney Barry Groveman. Of the two, it’s a toss up as to which one makes the runoff. There are opinions on both sides, but Groveman appears to be better funded. On the other hand, Cooley’s ballot title is better. Stay tuned...

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LATE BREAKING POLITICAL NEWS: SHORT TAKES.

Editor’s note: Here are a few items of interest regarding the Mar. 7th Calif. primary which broke after Calpeek had written its main story...

● **Bauer Demands McCain Apology** – Former GOP presidential candidate Gary Bauer, who has endorsed U.S. Sen. John McCain, on Mar. 1st blasted McCain for the senator’s “unwarranted, ill-advised and divisive attacks on certain religious leaders.” Bauer wants McCain to apologize to Pat Robertson and Jerry Falwell.

● **31st CD Update** – On Mar. 1st, U.S. Sen. Barbara Boxer(D) endorsed State Sen. Hilda Solis(D) over incumbent U.S. Rep. Marty Martinez...

● **Prop. 21 Update** – The YES on 21 legal team has issued a cease & desist request to radio and cable tv stations airing NO on 21 ads. In part, the letter said that the NO side was airing language which said, “Kids will be put in prisons with adult inmates.” According to the YES side, this language has already been declared false & misleading by a Superior Court judge...

● **L.A. Mayor Riordan's Clout** – We’ll see if lame duck L.A. Mayor Richard Riordan has some political muscles. The GOP mayor has endorsed three Demo legislative candidates in heavy Demo districts: Wally Knox in the 23rd SD, Amanda Susskind in the 42nd AD and Jenny Oropeza in the 55th AD. If there’s a heavy GOP turnout, Riordan’s backing could help...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

Mar. 7	Calif. Primary (+ NY and 11 other primaries)
Mar. 11-14	Nat'l League of Cities Annual Congressional Conference (Wash DC).
Mar. 22-24	AAPC meeting @ Bally's Las Vegas.
Apr. 1	U.S. Census begins.
Apr. 9	CA Nat'l Convention Delegation meeting.
Apr. 13	19 th Annual Pat Brown Inst. Awards Dinner, Regal Biltmore Hotel, L.A.
July 31 – Aug. 3	RNC Presidential convention – Philadelphia.
Aug. 14-17	DNC Presidential convention – L.A.
Sept. 15-17	CRP convention – Palm Springs.
Oct. 10	Last day to register to vote.
Oct. 31	Last day to apply for absentee ballot.
Nov. 7	Election day.
Dec. 18	Electoral College delegates meet in Sacto.